

**PERSONAL VIDEO RECORDER AND METHOD FOR INSERTING A STORED
ADVERTISEMENT INTO A DISPLAYED BROADCAST STREAM**

Abstract of the Disclosure

5 The present invention may be regarded as personal video recorder and a method
of displaying a targeted advertisement on a display in conjunction with displaying of a
broadcast stream on the display. The method defines a viewer profile of a viewer of the
display based on signals received by a controller indicating usage of a viewer control
10 interface by the viewer, for example based on viewer reactions to a broadcast stream or to
an advertisement. A targeted advertisement is selected from stored advertisements based
on the viewer profile of the viewer of the display. The targeted advertisement is
displayed on the display. The viewer profile is updated based on subsequent signals
received by the controller indicating usage of the viewer control interface. The signals
15 indicate viewer reactions, for example, a viewer reaction to a broadcast stream or a
viewer reaction to an advertisement or a viewer purchase.